

- (a) [the step of] receiving some information content and a first control signal in said [one or more broadcast or cablecast] at least one information transmission[s], said information content describing one of a product [or] and a service;
- (b) [the step of] generating a benefit datum by processing subscriber [datum] data in response to said first control signal;
- (c) [the step of] delivering said information content and said benefit datum at an output device at said receiver station;
- (d) [the step of] inputting a subscriber reaction to at least one of said delivered information content and said delivered benefit datum ; [and]
- (e) [the step of] generating a second control signal that controls [and controlling] said receiver station based on said inputted subscriber reaction[.] ; and
- ~~(f) controlling said receiver station based on said inputted subscriber reaction.~~

3. (Amended) The method of claim 2 further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being [one of the group:]

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- [(a)] an investment datum[;
- (b) a financial datum;
- (c) an income datum;
- (d) a taste preference datum; and
- (e) an interest datum].

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F2

4. (Amended) The method of claim 2 further comprising the step of programming said computer to respond to said [broadcast or cablecast] control signal [in respect of a benefit or value].

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F2

5. (Amended) ~~A method of communicating subscriber specific data of a subscriber [station information] from a subscriber station of said subscriber to at least one [or more] remote station[s], said method comprising the steps of:~~

- (1) storing subscriber data of said subscriber at [a] said subscriber station;
- (2) receiving at said subscriber station at least one [or more] instruct signal[s] which [are] is effective to generate a control signal based on a subscriber reaction of said subscriber [reaction] to one of a recommendation and an offer, each one of said recommendation and said offer containing a receiver specific benefit datum;
- (3) generating, under direction of instructions of said at least one instruct signal, at said subscriber station, said [one or more] subscriber specific data[, said processing at said subscriber station directed by instructions from said one or more instruct signals];
- (4) receiving [a viewer's or participant's] said subscriber reaction to [a combined medium output] said one of said recommendation and said offer at said subscriber station;

(5) ~~transferring said [one or more] subscriber specific data from said~~  
subscriber station to said at least one [or more] remote station[s] based on said step of  
~~receiving [a viewer's or participant's] said subscriber reaction.~~

6. (Amended) A method of controlling a remote intermediate data transmitter station to communicate data to at least one [or more] receiver station[s], with said remote transmitter station including (i) one of a broadcast transmitter and a [or] cablecast transmitter for transmitting at least one [or more] instruct signal[s] which is to be transmitted by the remote intermediate data transmitter station and is [are] effective at [a] said receiver station to instruct one of a computer [or] and a processor[,]; (ii) a plurality of selective [transmission] transfer devices each operatively connected to said one of said broadcast transmitter and said [or] cablecast transmitter, for communicating [a unit of] data[,]; (iii) a data receiver[,] for receiving information from at least one origination transmitter of at least one origination transmitter station; (iv) a control signal detector[,]; and (v) one of a controller [or] and a computer that is capable of controlling at least one [or more] of said selective [transmission] transfer devices, [and with] said remote transmitter station adapted (i) to detect the presence of at least one [or more] transmission control signal[s], (ii) to control the [communication] transmission of [specific] said at least one instruct signal[s] in response to [detected specific] said at least one transmission control signal[s], said at least one transmission control signal controlling the transmission of said at least one instruct signal by the remote intermediate data transmitter station, and (iii) to deliver at [its] said one of said

broadcast transmitter and said [or] cablecast transmitter said at least one [or more] instruct signal[s], said method of [communicating] controlling comprising the steps of:

(1) receiving [an], at said at least one origination transmitter station,  
said at least one instruct signal; [to be transmitted by the remote intermediate data transmitter station and]

(2) delivering said at least one instruct signal to [a] said at least one origination transmitter, said at least one instruct signal being effective at [a] said receiver station to generate a second control signal based on a subscriber reaction to one of a recommendation and an offer, each one of said recommendation and said offer containing a receiver specific benefit datum;

[(2)] (3) receiving, at said remote transmitter station, said at least one [or more] transmission control signal[s which at the remote intermediate data transmitter station operate to control the communication of said instruct signal]; and

[(3)] (4) transmitting said at least one [or more] transmission control signal[s] to said one of said broadcast transmitter and said cablecast transmitter before a specific time.

7. (Amended) The method of claim 6, wherein said at least one instruct signal includes a first instruct signal and said at least one transmission control signal includes a first transmission control signal, said method further comprising the step of embedding [a specific one of said one or more] said first transmission control signal[s] in one of said first instruct signal and [or in] an information transmission containing

said first instruct signal before said step of receiving [transmitting] said at least one instruct signal [to] at said remote transmitter station.

8. (Amended) The method of claim 6, wherein said specific time is a scheduled time of transmitting one of said at least one instruct signal and [or] some information associated with said at least one instruct signal from said remote intermediate data transmitter station and said at least one [or more] transmission control signal[s are] is effective at said remote intermediate data transmitter station to control at least one [or more] of said plurality of selective [transmission] transfer devices at different times.

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9. (Amended) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast receiver [or] and a cablecast [signal] receiver, at least one processor, a signal detector, said signal detector adapted to [receive] detect signals [from] within one of a broadcast transmission and a [or] cablecast [signal] transmission, and said at least one processor programmed to respond to said signals [from said detector], [and] said method of controlling comprising the steps of:

(1) receiving at one of a broadcast transmitter station and a [or] cablecast transmitter station an instruct signal which is effective at [the] said at least one of said plurality of receiver stations to generate a first control signal based on a subscriber reaction to one of a recommendation and an offer, each one of said recommendation and said offer containing a receiver specific benefit datum;

(2) ~~transferring said instruct signal from said transmitter station to a~~  
transmitter;

(3) receiving at least one [or more] second control signal[s] at said transmitter station, said second control signal[s identifying] addressing said instruct signal to said processor of said at least one [specific] of said plurality of receiver stations [in which said instruct signal is addressed]; and

(4) transferring said at least one [or more] second control signal[s] from said transmitter station to [a] said transmitter, said transmitter station doing one of broadcasting [or] and cablecasting said instruct signal and said at least one [or more] second control signal[s] to said at least one of said plurality of receiver stations.

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10. (Amended) The method of claim 9, wherein at least one of said instruct signal [or] and said second control signal is embedded in the non-visible portion of a television signal.

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11. (Amended) ~~The method of claim 9, wherein said at least one [or more]~~  
second control signal[s] identifies two of said plurality of receiver stations asynchronously and each of said two receiver stations receive and respond to said instruct signal asynchronously.

12. (Amended) The method of claim 9, wherein a switch communicates signals selectively [from a] between a transmitter station receiver and one of a memory [or] and a recorder. [to] and said [a] transmitter, said method further comprising [one from the group consisting of:]

~~detecting a third control signal which is effective at the transmitter station to~~  
[instruct] cause communication[;

determining a specific signal source from which to communicate a signal to a transmitter;

controlling said switch to communicate a signal to said transmitter in response to a signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate a signal from a selected signal source;  
and

controlling said switch to communicate to said memory or recorder a signal  
~~which is effective at the receiver station to instruct].~~

13 (Amended) The method of claim 9, wherein a controller controls a switch to communicate to [a] said transmitter a selected signal, further comprising [one from the group consisting of:]

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detecting a third control signal which is effective at the transmitter station to  
[instruct] cause transmission[;

inputting to said controller a signal which is effective to control said switch;  
controlling said switch to communicate one or more signals according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a signal to a selected one of a plurality of transmitters].

14. (Amended) The method of claim 9, further comprising [one from the group consisting of:]

transmitting to a receiver station at least one [or more data] datum that designates a time [or a channel] of transmission of said instruct signal [or that specify the title of or some subject matter contained in a unit of mass medium programming or data associated with said instruct signal; and

transmitting to a receiver station a control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal].

15. (Amended) The method of claim 9, wherein said at least one [or more] second control signal[s] further comprises downloadable [executable] code targeted to said processor of said at least one [or more] of said plurality of receiver stations, said downloadable [executable] code programming the [way or method] manner in which said [at least one] processor responds to said instruct signal.

16. (Amended) ~~The method of claim 9, wherein said at least one of said plurality of receiver [station] stations [is adapted to] does one of detects the presence of said at least one second control signal and [or programmed to] responds to said instruct signal on the basis of [the] a signal location [of a signal] in an information transmission,~~



~~said method further comprising the step of causing at least some of one of said at least one second control signal and said [or] instruct signal to be transmitted in said location~~

17. ~~(Amended)~~ An interactive method for [information] delivery of combined medium programming, for use with an interactive mass medium program output apparatus comprising the steps of:

outputting a mass medium program that presents [contains or explains at least one] one of a recommendation and an offer, each one of said recommendation and said offer containing a receiver specific benefit datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said step of outputting said mass medium program for input in respect of said recommendation and said offer [information], said interactive mass medium program output apparatus having an output device for outputting said [information] combined medium programming;

receiving [a reply] said input from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a transmitter for communicating said input [information] to a remote site [station];

communicating [said reply] said input to [a] said remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

doing one of generating [or] and assembling, in said network, a message which is effective at said interactive mass medium program output apparatus to generate a

control signal based on [a] said input [subscriber reaction to a receiver specific benefit datum], said interactive mass medium program output apparatus having a receiver for receiving a signal from [a] said remote site [station];

delivering specific combined medium programming at said output device on the basis of said message.

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E6  
18. ~~(Amended) A method of processing signals at a receiver station based on one of [or more] at least one broadcast transmission and at least one [or] cablecast transmission[s], the method comprising the steps of [including]:~~

(a) [the step of] receiving a first control signal and one of video and audio in said [one or more broadcast or cablecast] transmission[s];

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(b) [the step of] generating information by processing subscriber data in response to said first control signal;

(c) [the step of] delivering said one of video and audio at an output device at said receiver station;

(d) [the step of] inputting a subscriber response to said delivered one of video and audio;

(e) [the step of] generating a second control signal based on said inputted subscriber response and said generated information; and

(f) [the step of] controlling said receiver station in accordance with said second control signal.

Add the following new claims 19-76

Sub E7  
19. ~~The method of claim 5, wherein each one of said recommendation and said offer is transmitted from a transmitter to said subscriber station and is specific to said transmitter.~~

20. ~~The method of claim 5, wherein each one of said recommendation and said offer is transmitted to said subscriber station in one of a broadcast transmission and a cablecast transmission and is specific to said one of said broadcast transmission and said cablecast transmission.~~

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21. ~~A method of delivering a receiver specific recommendation at a video receiver station including:  
receiving at least one information transmission at said video receiver station, said information transmission including generally applicable information and a plurality of recommendation control signals, said generally applicable information including (1) some of said receiver specific recommendation and (2) video to serve as a basis on which to present said some of said receiver specific recommendation, at least said plurality of recommendation control signals being received from at least one remote transmitter station;~~

~~storing at least some of said generally applicable information and said plurality of recommendation control signals at said video receiver station;~~

~~outputting said video at a video monitor;~~

selecting at least one receiver specific benefit datum to output by processing said generally applicable information in accordance with at least a first one of said plurality of recommendation control signals;

outputting said selected at least one receiver specific benefit datum in a series of times of specific relevance in response to at least a second one of said plurality of recommendation control signals; and

producing said some of said receiver specific recommendation at a specific video location at said video monitor during a first of said series of times of specific relevance.

22. The method of claim 21, wherein said receiver station generates part of said receiver specific recommendation in accordance with said at least a first one of said plurality of recommendation control signals, said method further comprising the step of outputting said generated part of said receiver specific recommendation in a second of said series of times of specific relevance.

23. The method of claim 21, further comprising the step of outputting, at a speaker, audio which explains at least part of said receiver specific recommendation.

24. The method of claim 23, further comprising the step of outputting, at said speaker, audio of said selected at least one receiver specific benefit datum [at said speaker].

25. The method of claim 21, wherein said video includes only some of one of a whole television program and a whole television commercial, said method further comprising the step of synchronizing the delivery of a remainder of said one of said whole television program and said whole television commercial at said receiver station based said plurality of recommendation control signals, said remainder complementing said only some of one of said whole television program and said whole television commercial to complete said one of said whole television program and said whole television commercial.

26. The method of claim 21, wherein said receiver station includes a video RAM operably connected to said video monitor, said method further comprising the step of clearing said video RAM in response to a third one of said plurality of recommendation control signals.

27. The method of claim 21, wherein said receiver station includes a programmable controller which controls at least one of a code portion receiver, a control signal detector, and a computer adapted to generate a video overlay, said method further comprising the steps of:

detecting a control program in one of said at least one information transmission;  
and  
programming said programmable controller.

28. A method of delivering a receiver specific recommendation to a graphic receiver station including:

receiving at least one information transmission at said graphic receiver station, said information transmissions including generally applicable information and a plurality of recommendation control signals, said generally applicable information including (1) some of said receiver specific recommendation and (2) at least some of a graphic image to serve as a basis on which to present said some of said receiver specific recommendation, at least said plurality of recommendation control signals being received from at least one remote transmitter station;

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storing at least some of said generally applicable information and said plurality of recommendation control signals at said graphic receiver station;

outputting said at least some of a graphic image at a graphic output device;

selecting at least one receiver specific benefit datum to output by processing said generally applicable information in accordance with at least a first one of said plurality of recommendation control signals;

outputting said selected at least one receiver specific benefit datum during at least one time period of specific relevance in response to at least a second one of said plurality of recommendation control signals; and

outputting said some of said receiver specific recommendation at said graphic display device based on a reference point and scalar dimension.

29. The method of claim 28, further comprising the step of outputting, at a speaker, audio which explains at least part of said receiver specific recommendation.

30. The method of claim 28, wherein said receiver station includes a plurality of graphic output devices, said method further comprising the step of selecting one of said plurality of graphic output devices at which to output said selected at least one receiver specific benefit datum.

31. The method of claim 28, wherein said at least some of a graphic image is part of one of a television program and a television commercial, said method further comprising the step of processing a viewer response to said one of said television program and said television commercial in accordance with at least one of said plurality of recommendation control signals.

32. A method of making a recommendation at an ultimate receiver station, said ultimate receiver station including a television receiver, a detector, a computer, and a television monitor, said method comprising the steps of:

receiving at least one information transmission from at least one remote television transmitter station, said at least one information transmission containing benefit information, first data, and contiguous television programming, said contiguous television programming being of a duration, only some of said duration containing a time interval of specific relevance, said benefit information to be one of processed and

stored at said ultimate receiver station and only some of said benefit information to be outputted at said ultimate receiver station;

selecting and delivering said contiguous television programming to said television monitor for output to a user;

detecting said first data before a time period during which information will be computed and delivering said first data to said computer;

computing second data by processing one or more of said first data in said time period, said second data to serve as a basis for completing said recommendation;

communicating at least a portion of said only some of said benefit information to complete said recommendation based on said step of computing second data; and

outputting said at least a portion of said only some of said benefit information at said television monitor in said time interval of specific relevance, said recommendation comprising said contiguous television programming and said only some of said benefit information.

33. The method of claim 32, further comprising the steps of:

detecting processor instructions in said at least one information transmission;

passing said processor instructions to said computer; and

performing at least one of said step of computing and said step of communicating in accordance with said processor instructions.



34. The method of claim 33, wherein said time interval of specific relevance is a first of a plurality of time intervals of specific relevance contained in said only some of said contiguous television programming, said method further comprising the steps of:

- storing subscriber data in said computer;
- generating a value by processing said stored subscriber data in accordance with said processor instructions; and
- outputting said value at said television monitor in a second of said plurality of time intervals of specific relevance.

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35. The method of claim 34, wherein a video image of said value is displayed at said television monitor.

36. The method of claim 34, wherein audio of said value is emitted at said television monitor.

37. The method of claim 32, wherein said only some of said benefit information includes a graphic image, said method further comprising the step of producing said graphic image a specific location in a video display of said contiguous television programming.

38. The method of claim 32, wherein said only some of said benefit information includes audio and said second data include a value, said method comprising the steps of:

selecting said audio based on said value; and

outputting at a speaker at said television monitor one of a combined presentation and a sequential presentation of said contiguous television programming and said audio.

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39. The method of claim 32, wherein said ultimate receiver station includes a printer and a part of said only some of said benefit information is to be printed, said method further comprising the step of directing said part of said only some of said benefit information to said printer.

40. The method of claim 32, wherein said ultimate receiver station includes a tuner and said second data include a value, said method further comprising the step of controlling said tuner to tune a receiver based on said value, said tuner to receive at least some of said contiguous television programming and said benefit information.

41. The method of claim 32, wherein said ultimate receiver station includes a storage device and said second data include a value, said method further comprising the step of controlling said storage device to store at least some of said contiguous television programming based on said value.

42. The method of claim 32, wherein said ultimate receiver station includes a plurality of output devices, said television monitor being a first of said plurality of output devices, said method including the steps of:

delivering a part of said only some of said benefit information at a second of said plurality of output devices; and

explaining a significance of said part of said only some of said benefit information in said contiguous television programming.

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43. The method of claim 42, wherein said plurality of output devices includes at a storage device, said method further comprising the step of storing said part of said only some of said benefit information.

44. The method of claim 32, wherein said contiguous television programming includes only some of one of a whole television program and a whole television commercial, said method further comprising the steps of:

generating a remainder of said one of said whole television program and said whole television commercial in accordance with at least one instruction detected in said at least one information transmission, said remainder complementing said only some of one of said whole television program and said whole television commercial to complete said one of said whole television program and said whole television commercial; and

synchronizing the delivery of said contiguous television programming and said remainder.

45. The method of claim 44, wherein said step of generating a remainder comprises:

clearing at least some of a memory; and  
generating a background color.

46. The method of claim 32, wherein said only some of said benefit information communicates an amount of one of a saving, an income, and a profit.

47. The method of claim 32, wherein said only some of said benefit information communicates at least some of an offer.

48. The method of claim 32, wherein said only some of said benefit information communicates at least some of an delivery technique.

49. The method of claim 32, wherein said only some of said benefit information communicates at least some of an ordering technique.

50. The method of claim 32, wherein said only some of said benefit information communicates at least some of an improvement.

51. The method of claim 32, wherein said second data include at least one of a plan, an analysis, and a budget and said recommendation explains at least part of said one of said plan, said analysis, and said budget.

52. The method of claim 32, wherein information of the tastes, habits, financial condition, family status, or interests of said user are processed and said only some of said benefit information includes at least some of a name of one of a product and a service.

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cont 53. The method of claim 32, wherein subscriber information is inputted in response to an instruction communicated in a television programming signal, said method further comprising the step of selecting at least part of said only some of said benefit information based on said inputted subscriber information.

54. The method of claim 53, wherein said instruction is communicated visibly or audibly in television programming and a person inputs said subscriber information.

55. The method of claim 53, wherein a processor inputs said subscriber information, said method further comprising the step of storing subscriber instructions to serve as a basis for authorizing at least one of reception of programming, delivery of a product, and delivery of a service.

56. The method of claim 32, wherein a subscriber order is inputted based on said recommendation, said method further comprising the step of communicating said order to a remote order taking station.

57. The method of claim 56, wherein at least one of a product and a service is one of shown and described in said recommendation and data which identify said at least one of said product and said service is communicated to said remote order taking station.

58. The method of claim 2 further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being a financial datum.

59. The method of claim 2 further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being an income datum.

60. The method of claim 2 further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being a taste preference datum.

61. The method of claim 2 further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being an interest datum.

62. The method of claim 9, wherein a switch communicates signals selectively between a transmitter station receiver and one of a memory and a recorder, and said transmitter, said method further comprising determining a specific signal source from which to communicate at least one of said instruct signal and said at least one second control signal to said transmitter.

63. The method of claim 9, wherein a switch communicates signals selectively between a transmitter station receiver and one of a memory and a recorder, and said transmitter, said method further comprising controlling said switch to communicate at least one of said instruct signal and said at least one second control signal to said transmitter in response to a third control signal which is effective at the transmitter station to instruct communication.

64. The method of claim 9, wherein a switch communicates signals selectively between a transmitter station receiver and one of a memory and a recorder, and said transmitter, said method further comprising controlling said switch to communicate at least one of said instruct signal and said at least one second control signal from a selected signal source.

65. The method of claim 9, wherein a switch communicates signals selectively between a transmitter station receiver and one of a memory and a recorder, and said transmitter, said method further comprising controlling said switch to communicate to said one of said memory and said recorder at least one of said instruct signal and said at least one second control signal.

66. The method of claim 9, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising inputting to said controller a third control signal which is effective to control said switch.

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67. The method of claim 9, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising controlling said switch to communicate at least one of said instruct signal and said at least one second control signal according to a transmission schedule.

68. The method of claim 9, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising controlling said switch to communicate at least one of said instruct signal and said at least one second control signal from a specific one of a plurality of signal sources.



69. The method of claim 9, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising controlling said switch to communicate at least one of said instruct signal and said at least one second control signal to a selected one of a plurality of transmitters.

70. The method of claim 9, further comprising transmitting to a receiver station at least one datum that designates a channel of transmission of said instruct signal.

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71. The method of claim 9, further comprising transmitting to a receiver station at least one datum that specifies the title of one of data and mass medium programming, said data and mass medium programming being associated with said instruct signal.

72. The method of claim 9, further comprising transmitting to a receiver station at least one datum that specifies some subject matter contained in one of data and mass medium programming, said data and mass medium programming being associated with said instruct signal.

73. The method of claim 9, further comprising transmitting to a receiver station a third control signal to cause said receiver station to tune to one of a broadcast transmission and a cablecast transmission containing said instruct signal.

74. The method of claim 21, wherein said receiver specific recommendation comprises an offer.

75. The method of claim 28, wherein said receiver specific recommendation comprises an offer.

76. The method of claim 32, wherein said recommendation comprises an offer.

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